

Available online at www.sciencedirect.com**ScienceDirect**

Procedia - Social and Behavioral Sciences 122 (2014) 266 – 268

Procedia
Social and Behavioral Sciences

2nd World Conference on Design, Arts and Education DAE-2013

Postcard As A Tool For Advertising

Zaliha İnci KARABACAK

Abstract

There are variety of ways for brands to advertise. Meanwhile they use diversified tools for advertising. One of the most colourful tool is postcard. Many brands place their postcards at public open places like shopping malls, cafes, restaurants, cinemas etc . So people easily access these postcards which are free of charge. This study evaluates the use of postcards for advertising purposes. In this process, it tries to emphasizes advantageous and disadvantageous aspects of postcards as advertising tools. Also the study contents several example postcards from different countries.

Keywords: Advertising, Postcard, Free of Charge, Advantageous/Disadvantageous Aspects

© 2013 The Authors. Published by Elsevier Ltd. Open access under [CC BY-NC-ND license](https://creativecommons.org/licenses/by-nc-nd/4.0/).

Selection and peer-review under responsibility of Academic World Education and Research Center.

1. Introduction

Postcards are mainly used for posting. People use them to communicate with one another (family, friend, darling etc.). Most countries use postcard as a means of promotion. Tourists whom visit these countries purchase and collect postcards as souvenirs. Sometimes they post them to their relatives.

Postcards also have been used for announcing for important updates (<http://designcanyon.com/inspiration/best-postcard-design-ideas/>).

Postcards which are used for promotion of an country also show the history of the country. They give more information about buildings, historical places, people and the country layout in retrospect. In this context, postcards play the role of visual memory.

Postcards are the subject of many academic studies in different fields. For example, Sawyer and Butler (2008:73) emphasize the importance of Picture postcards in the context of observing and teaching about a variety of forms of landscape change, forest fire, geomorphic change, plant species invasion, anthropogenic influences, land use changes. Özen (2008) deals with postcards in the Ottoman Empire as one of the new forms of visual representation which were used for propaganda in the period before the First World War. Goldsworthy (2010:148), emphasizes relationship between a common mass-produced commodity, the picture postcard and colonial ideology.

Postcard Design

Visual communication design is important in terms postcards. Postcard designer has to be careful about using the design elements (colour, writing, picture, photography etc.).

“A postcard’s design does not only attracts people, but also affects the message you are trying to convey” (<http://mowdesign.blogspot.com/2011/06/100-best-postcard-designs-for.html>).

“Souvenir Postal Cards first appeared at the World’s Columbian Exhibition in Chicago (See: Picture-1) on May 1, 1893” (http://www.pdxhistory.com/html/post_card_history.html).



Picture-1: A Souvenir Postal Card from The World’s Columbian Exhibition

Reference: http://www.pdxhistory.com/html/post_card_history.html

Postcards are used for promoting products, films (See: Picture-2), events (concerts, festivals (See: Picture-3), theatres), services etc. We could see postcard advertising in many countries (Moscow (See: Picture-4), Italy (See: Picture-5), Turkey (See: Picture-6) etc.) all around the world.



Picture-2



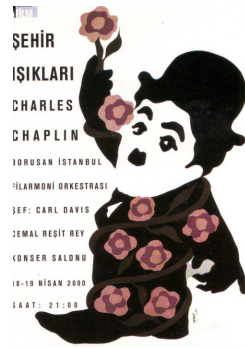
Picture-3



Picture-4



Picture-5



Picture-6

Advantageous Aspects

- The right locations (cafes, restaurants, schools, cinemas, theatres etc.) should be more effective for target group.
- Postcards may attract more people-than other advertising tools-with their design.
- People could save postcards easily.
- Postcard advertising is more cheaper than the most of other advertising ways.

Disadvantageous Aspects

- The brands should work with professional designers. Unprofessional designers could not attract the target group.
- Printing postcards is another important case. For the best results the brands have to work with experienced companies in this field.
- The brands have to leave enough stocks of postcards in contemplation of exhaustion due to circulation

Evaluation

Postcards are used for many purposes. One of them is advertising. Postcard advertising is an alternative way for many brands. In this way the brands could promote their products, services etc. with lower cost. The brands could touch their target group by choosing right locations for postcards. But also, they should be careful about their business partners (design, distribution, printing etc.). Professional partners will be advantageous. Many brands from different cultures and different countries prefer to use postcards as advertising tools. Postcards promise a bright future for advertising.

REFERENCES

- Özen, Mustafa, "Visual Representation And Propaganda Early Films And Postcards in The Ottoman Empire, 1895-1914", **Early Popular Visual Culture**, 6:2, p.145-157.
- Goldsworthy, Patricia, Images, Ideologies and Commodities: The French Colonial Postcard Industry in Morocco, **Early Popular Visual Culture**, 8:2, 147-167.
- Sawyer, Carol F. and Butler, David R., "The Use of Historical Picture Postcards As Photographic Sources For Examining Environmental Change: Promises and Problems", **Geocarto International**, 21:3, p.73-80.
- http://www.pdxhistory.com/html/post_card_history.html, (13.04.2013).
- <http://mowdesign.blogspot.com/2011/06/100-best-postcard-designs-for.html>, (06.05.2013).
- <http://designcanyon.com/inspiration/best-postcard-design-ideas/>, (06.05.2013).